



PharmaVee

Comprehensive CRM APP

For Pharmaceuticals

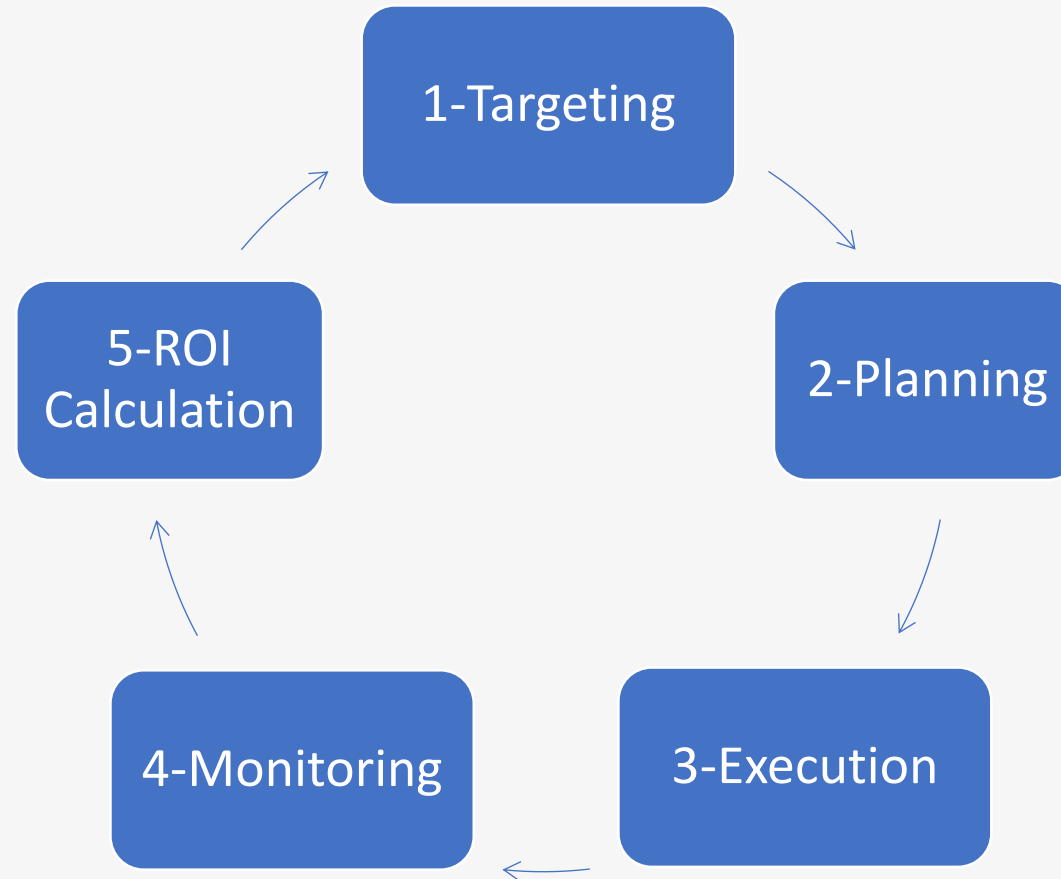
We deliver business solutions that give an edge

<http://www.quTIP.com>

PharmaVee

- Solution for management of Marketing Field Force of Pharmaceutical companies
- Android and iOS applications to automate all operations of medical reps in the field
- Comprehensive history of interactions with healthcare professionals and their feedback and performance
- Backend Web application for Administration and Reporting
- Integrated with Back office Sales System or quTIP's Sales Data Management System "SDM"

Covers the FIVE Stages of Marketing

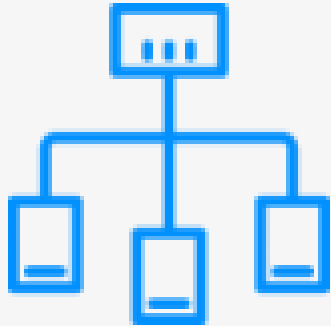


1-Targeting



- Collaborate with your field force to identify healthcare professionals to focus your marketing activities on
- System will provide you with all insights and results of previous marketing cycle to target the right customers
- Set proper visit frequency for each target customer
 - Set default frequency per team per classification per customer type
 - Ability to override default frequency per customer

2-Planning



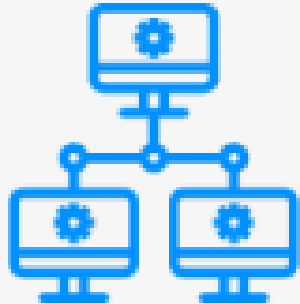
- Re-structure your field force with total ease
- Maintain history of each single change in field force and their assignments
- Collaborate with your field force on planning their visits, activities and leaves while meeting your set goals and targets
- Validation rules for activities and leaves

3-Execution



- Provide your field force with all tools to properly execute the set plans and targets
- Mobile application to run visits, detail products, run presentations, record comments and objectives, handover give-away material, run surveys and invite to events
- Communicate with your field force while in the field and send them any updates in marketing material

4-Monitoring



- Have minute-by-minute visibility over your field force and their visits and activities to the deepest detail
- Enjoy a wealth of dashboards that you easily construct as per your changing needs
- Communicate on-the-spot corrective actions with your team.

5-ROI Calculation



- Marketing costs are presented to you per customer, per employee and per product
- Sales figures are brought to you per sales outlet, per area, per employee and per product
- See Impact of marketing activities per customer on sales figures in his area and close-by sales outlets
- Use those results to begin another marketing cycle starting with Targeting

Solution Components

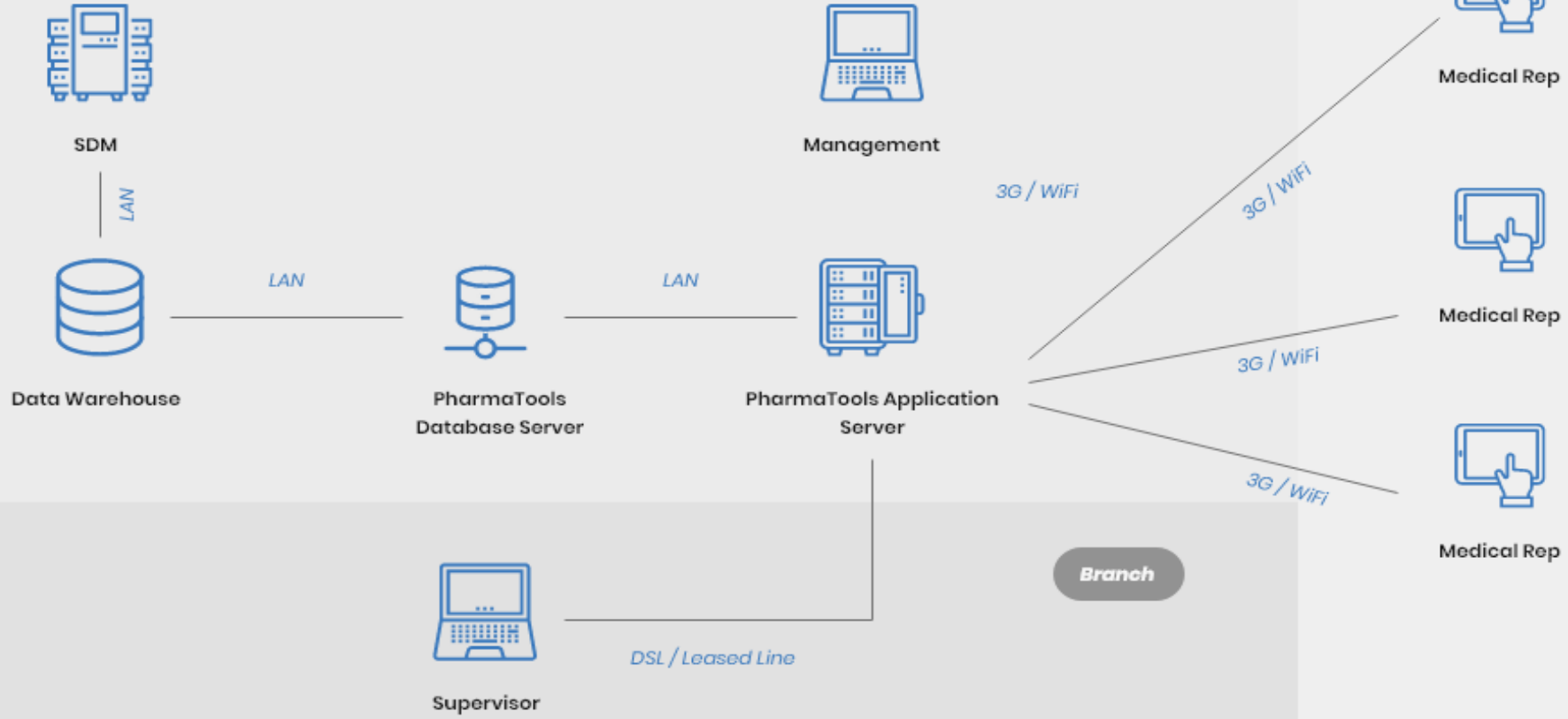
 Android and iOS Application for medical reps in the field

 Backend web application for administration and reporting

 Central Database with all master data and transactions

 Data Warehouse for consolidated and on-the-fly reporting

Solution Setup



Android / iOS Application



- Work Offline/Online mode
 - Automatic sending of transactions to server over 4G
 - Download updates from server anytime over 4G
- GPS
 - Track movement of Reps using GPS
 - GPS Geofencing to assure that Rep is at recorded location of healthcare professional
 - View actual daily route of Medical Rep over Google Maps
 - Locate any Medical Rep now over Google Maps
- System tracks visit start and end time

Visits

- Conduct Visits/Calls with Healthcare professionals
 - Clinics, Hospitals, Medical Centers, Contracts, Pharmacies, Distributors
 - Single Visit
 - Group Visit
 - Double/Coaching Visit
 - Check/Spot Visit

Customer	Speci...	Date	Employee	Team	Area	Time	Dura...	Status				
								✓	✗	⚠	⚠	✓
نرجس		29-9-2020	Annan Mohamed Tarea AbdEla...	Line 3-Specialty	الوسطى	10:00 PM	00:30:00			✗	✗	✓
محمد ممدوح		29-9-2020	Annan Mohamed Tarea AbdEla...	Line 3-Specialty	الوسطى	09:00 PM	00:30:00			✗	✗	✓
وائل الشاذلى عيضة @ مركز رؤية قنا	Optha	29-9-2020	Bassem Mohamed Salah	Line 1-Primary	مدينة قنا	11:29 PM	00:00:20			✗	⚠	✓
المول		29-9-2020	Annan Mohamed Tarea AbdEla...	Line 3-Specialty	الوسطى	08:00 PM	00:30:00			✗	✗	✓
الشفاء الجديدة		29-9-2020	Annan Mohamed Tarea AbdEla...	Line 3-Specialty	الوسطى	07:00 PM	00:30:00			✗	✗	✓
محمد سيد طه	Optha	29-9-2020	Annan Mohamed Tarea AbdEla...	Line 3-Specialty	بوش	06:00 PM	00:30:00			✗	✗	✓
عرفات محمد احمد الناصح @ دار العيون - قنا	Optha	29-9-2020	Bassem Mohamed Salah	Line 1-Primary	مدينة قنا	11:27 PM	00:00:23			✗	⚠	✓
تامر محمد السيد العشماوى	Optha	29-9-2020	Mohamed Adel Elsayed	Marines	لوران	11:27 PM	00:00:17			✓	⚠	✓
سعد ابراهيم سعد	Optha	29-9-2020	Mohamed Adel Elsayed	Marines	العصافره	11:26 PM	00:00:09			✓	⚠	✓
...	Optha	29-9-2020	11:28 PM	00:00:08			✓	⚠	✓
...	Optha	29-9-2020	11:25 PM	00:00:11			✓	⚠	✓
...	Optha	29-9-2020	11:25 PM	00:00:11			✓	⚠	✓

Detailing

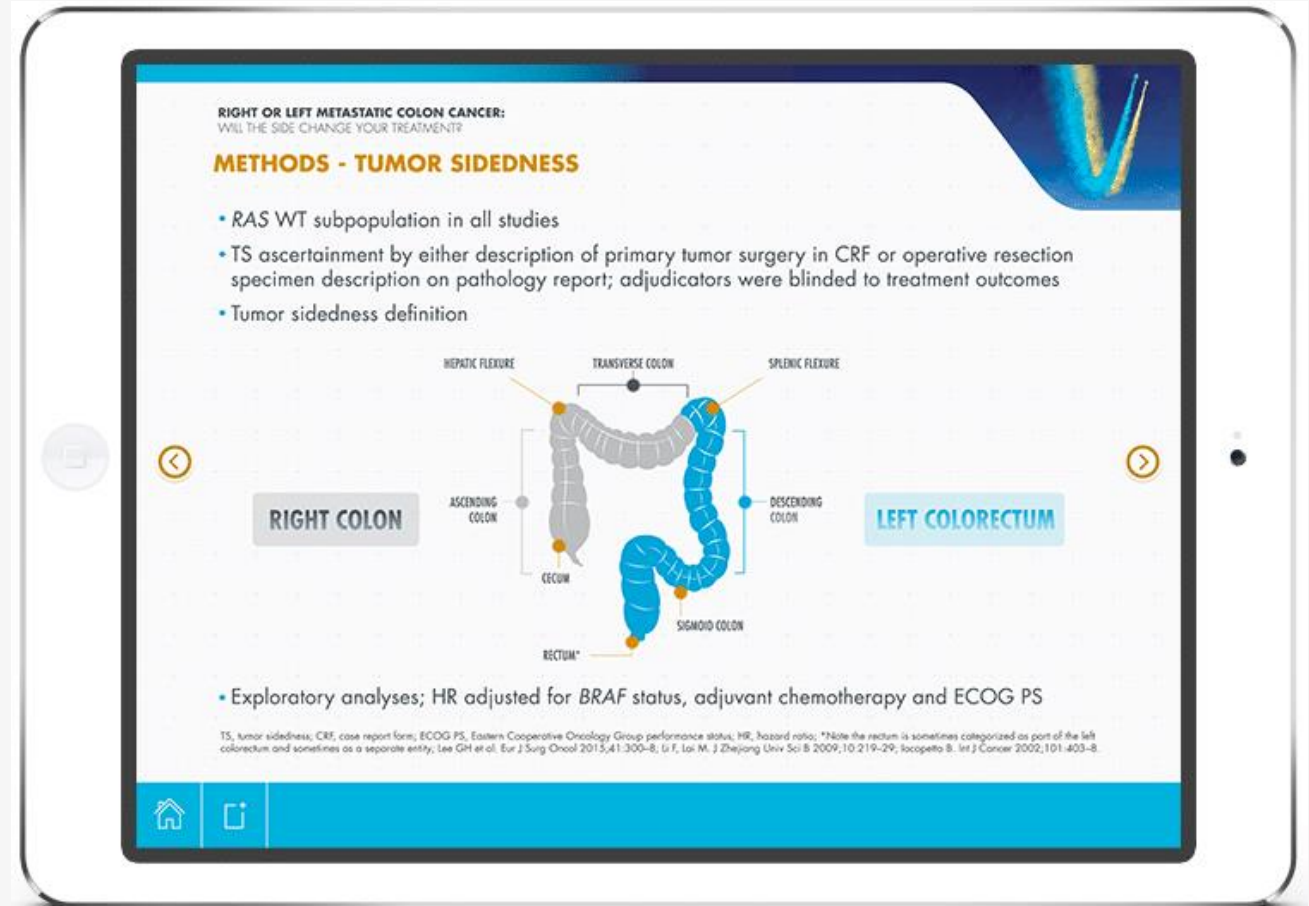
- Detail healthcare professional on products
 - Assigned to team of medical rep
 - Following detailing sequence pre-defined for each specialty
- Collect healthcare professional feedback & prescription level
 - Per product
 - For product competitors
- Record doctor requests and follow-up on their approval status
- Take notes

Digital Presentations

- Run Digital Presentations to healthcare professional during visit
 - Designed for specialty of healthcare professional
 - Presentations downloaded to mobile device to open even when no network is available
 - Support for any presentation format – as long as its corresponding reader application is installed on the mobile device
 - System times when was the presentation open
- Presentations are uploaded and managed by marketing team at Backend Web Application

Interactive CLM Presentations

- Illustrative
- Interactive with swiping and gestures
- System tracks time spent per Slide
- Collect feedback per Slide
- Optional Questionnaire after Presentation



Samples/Giveaways

- Record Samples & Giveaways to healthcare professional
- Take signature of healthcare professional
- System tracks balance of each item with each rep
- Rep cannot giveaway an item without enough balance
- Receive Items from Warehouse
- Return items to Warehouse
- Integration with ERP system to avoid double-entry of transfers of items to & from Medical Reps



Events

- Medical reps invite healthcare professionals to upcoming events according to invitees list planned by marketing team at Backend web application
- Detail healthcare professional on all details of event such as; date, topic, venue, sessions and speakers

- Various event types

- Conference
- Round Table Discussion
- In-House Audio-Visual Session



- According to event rules, allow healthcare professional to bring extra attendees (adult and children)
- Record healthcare professional invitation response and comments
- Chart and list target audience vs invited vs attended
- Record attendance of doctors
- View per doctor event invitations & attendance history

Surveys/Checklists/Forms

- Define Surveys, Checklists and Forms at backend web application together with their questions
- Target audience are identified at backend web application
- Medical rep would conduct survey / checklist / form during visit
- Various Question Types
 - Free Text
 - Single Choice
 - Multi-Choice
 - Numeric
- Mark questions as mandatory
- Score per answer and weight per question
- Multiple Scoring Algorithms – Average / Sum / Weighted Average
- Chart and list target audience vs answered
- Chart results of each question
- Chart total survey result



Comprehensive Healthcare Professional Profiles

- Full healthcare professional details
 - Contact details
 - Technical profile such as classification, degree, specialty, ...
 - Academic profile
 - Clinic(s) details:
 - Contact details and working hours
 - Technical profile such as practice size and number of patients, ...
 - Contact persons details
- Full Organization details
 - Contact details
 - Technical profile
 - Departments together with their contact details, their technical profile and working hours
- Call, SMS or email healthcare professional and/or his assistants

Comprehensive Healthcare Professional Profiles

- Visits done by any rep
- Prescription Level chart per Product vs. Competition
- Feedback history per product
- Feedback history per competition product
- History of healthcare professional requests, their status, budgetary and actual cost and ROI
- Comments on healthcare professional
- History of Samples & giveaways
- Events invitations vs invitation responses vs attendance
- Responses to Surveys / Forms / Checklists

Expenses

- Record expenses and take photo of bill as proof
- Submit to supervisor for approval
- List expenses by status: Pending approval, approved and rejected



Create Expense

Expense Item *	<input type="text" value="Coffee with Doctor John Stevens"/>
Expense Type Description	<input type="text" value="Discussed points he would cover as a key note speaker"/>
Vendor	<input type="text" value="Starbucks"/>
Expense Amount *	<input type="text" value="123.5"/>
Employee	<input type="text" value="Diana William"/>
Expense Type	<input type="text" value="Meals"/>

Marketing Cost Calculation

- Define cost for each of the below items
 - Event
 - Budgetary and Actual
 - System calculates actual cost per attendee
 - Cost per extra Attendee (Adult / Child)
 - Special Requests of healthcare professionals (Budgetary and Actual)
 - Samples
 - Marketing Giveaways
- Calculate marketing cost per
 - Healthcare Professional (overall and per product)
 - Healthcare Organization (overall and per product)
 - Per Team / Line (overall and per product)

ROI Calculation

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Functions of Backend Web Application

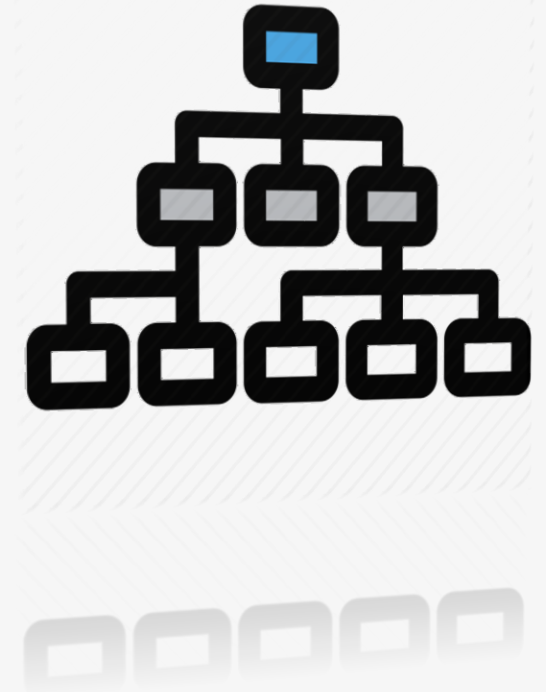
- Data Administration
- Perform all functions available at Android and iOS Applications – as backup solution in case mobile device of rep is broken
- Supervision and Monitoring
- Reporting

Data Administration

- Structure Product Catalog
 - Structure Product Catalog
 - Associate Products to Specialties
 - List product Dosage Forms and their details
 - Upload marketing material per product & associate to specialties
 - Define product detailing sequence per specialty
 - Define competition per product
- Maintain Periods, Weekends, Holidays
- Define Employee Leaves Rules
- Manage Lookups and Categorizations

Data Administration

- Setup Geographical Areas hierarchy
- Field Force Hierarchy
 - Define medical reps, supervisors and managers
 - Define teams
 - Relate teams to products
 - Define detailing sequence for each team per specialty/customer type
 - Associate Reps to teams
- Define Assignment Profiles
 - Geographical Areas
 - Specific Healthcare Professionals and/or organizations
- Associate Medical Reps to Profiles
- Maintain history of all changes



Data Administration

- Maintain Healthcare professional Database
 - Doctors (contact details, technical profile, academic information)
 - Clinics (contact details, technical profile, working hours & contact persons)
 - Associate clinic to geographical area
 - Organizations of different types (hospitals, distributors, pharmacies, contracts)
 - Associate doctors to organizations and their roles
 - Associate organization to geographical area

Supervision and Monitoring

- Approve Medical Rep Plan covering
 - Visits
 - Leaves
 - Activities
- Plan Coaching Days
- Plan Check/Spot Visits
- Set Customer Objectives for Reps

Date	Time	Event
08 Thursday October, 2020	◀ all day	Let's GOO Sherouk City
09 Friday October, 2020	all day	🔄 Weekend
10 Saturday October, 2020	all day	🔄 Weekend
15 Thursday October, 2020	10:00 AM-10:30 AM	المستشفى الجوي التخصصى ش التسعين - التجمع الخامس مدينة نصر 1
	11:00 AM-11:30 AM	هيئة الرقابة الادارية مدينة نصر مدينة نصر 1
	12:00 PM-12:30 PM	حسام محمد كحله م ابو العزائم مدينة نصر 3
	12:30 PM-1:00 PM	اسامة محمد شحاتة م,حسيو مدينة نصر 5
	1:30 PM-2:00 PM	عادل صلاح احمد عمارات التوفيق 150 مدينة نصر 5

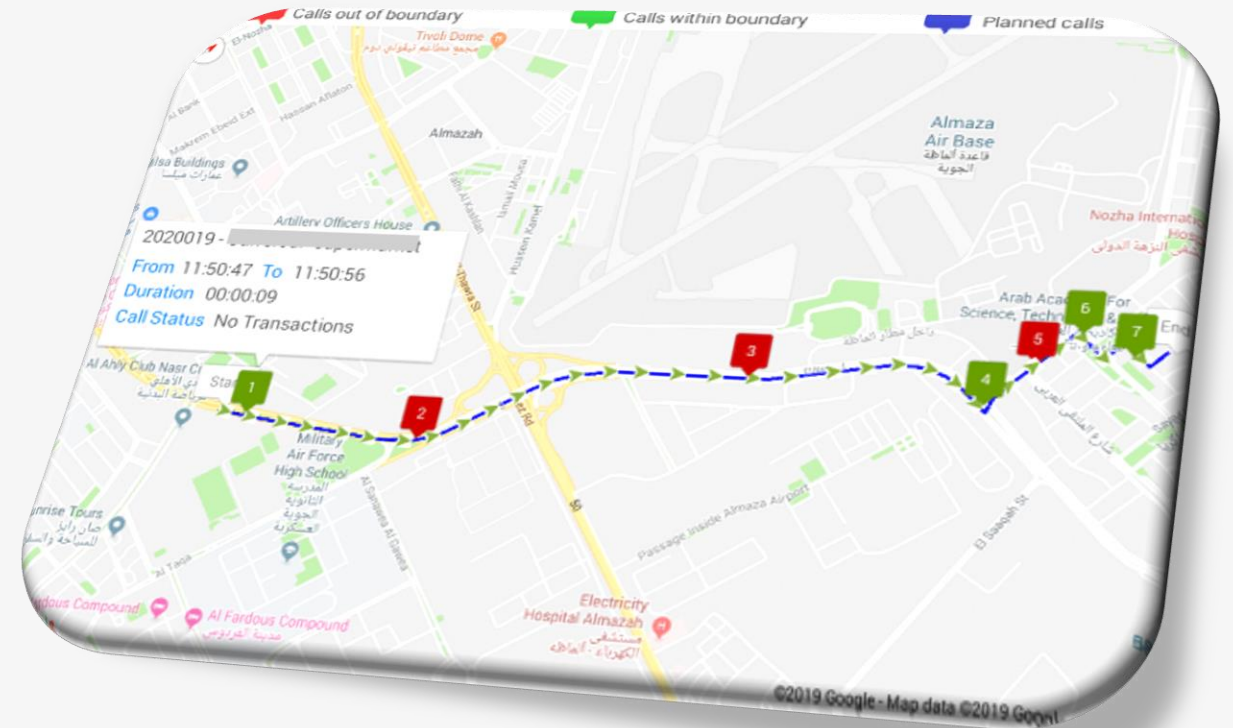
Supervision and Monitoring

- Review details of each visit done by Rep covering all actions done during visit
 - Detailing
 - Presentations
 - Sample & Giveaways
 - Objectives
 - Comments
 - Special Requests
 - Event Invitations
 - Surveys/Forms/Checklists Results

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								✓	✗	!	📍	👤
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...	✓	✗	!	📍	👤
...	✓	✗	!	📍	👤
...	✓	✗	!	📍	👤

Supervision and Monitoring

- View over Google Maps daily route of Reps vs planned route
- Review Visit Sanity Parameters
 - Geo-Fence
 - Visit Duration
 - Healthcare professional signature
- Review and approve Expenses reported by Reps
- Review and approve Requests of Reps

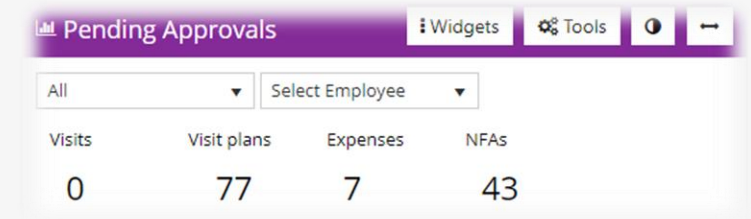
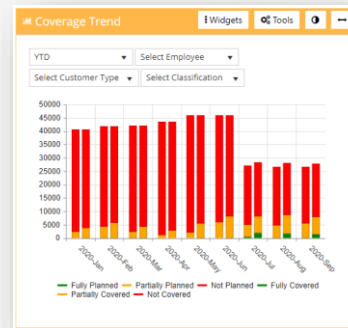
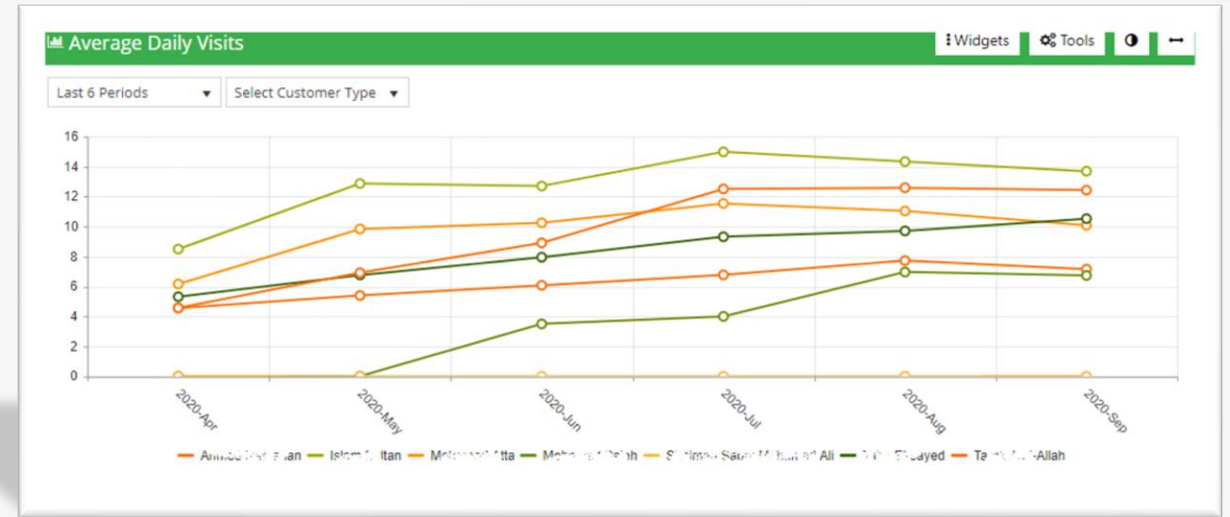


Reporting Channels

- Fixed Layout Reports
 - Reports of a define format
 - Exportable to PDF
 - Detailed Visits Log (Daily, Weekly, Monthly, User-Defined Date Range)
 - Summarized Visits Report (Weekly, Monthly, User-Defined Date Range)
 - Coverage
 - Coaching
 - Healthcare Professional Card

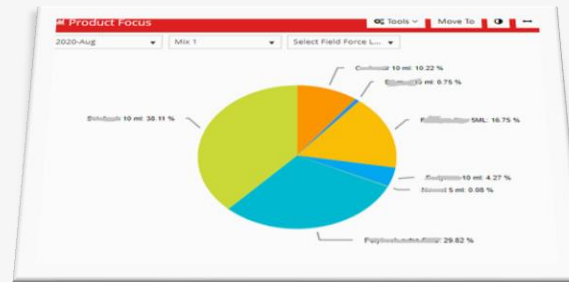
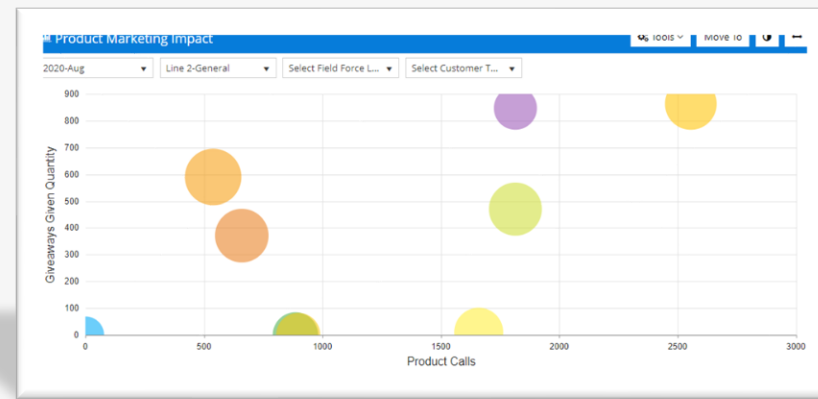
Reporting Channels

- Fixed Layout Dashboards
 - Prebuilt charts
 - Performance Trend
 - Performance Analysis
 - Average Daily Visits
 - Days Analysis
 - Pending Approvals
 - Coverage Trend
 - Prescription Level Trend



Reporting Channels

- User-Defined Portlets
 - User Builds his own charts and reports
 - User chooses
 - Chart
 - Table
 - Pivot Table
 - Measures
 - Dimensions
 - Internal Filters
 - External Filters



A table titled 'Visits By Customer Type' showing metrics for different customer types. The table includes columns for 'Actual Visits' and 'Average Daily Visits' for each customer type.

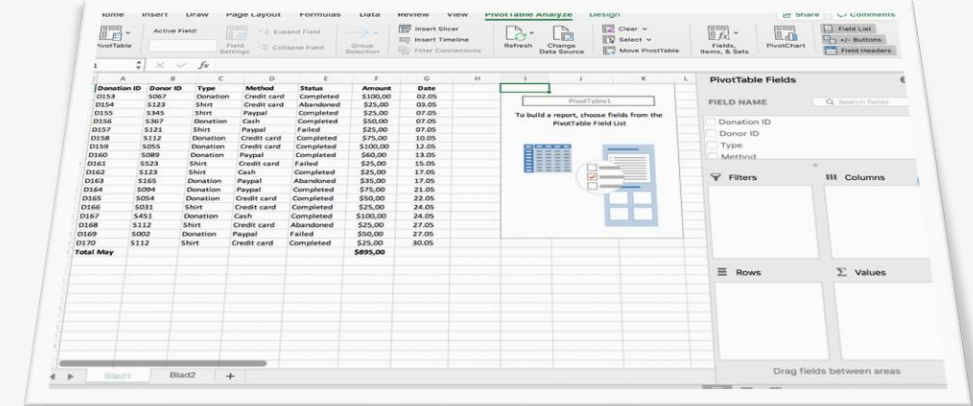
	Doctor @ Clinic Group		Doctor @ Clinic		Hospital	
	Actual Visits	Average Da...	Actual Visits	Average Da...	Actual Visits	Av...
All	1222.000	2.634	3985.000	4.914	619.000	1.5
Malware@Malware	4316.000	3.612	6306.000	4.416	806.000	1.1
Malware@Malware	13695.000	4.902	6322.000	3.002	1554.000	1.3
Malware@Malware	398.000	4.472	29.000	1.706	178.000	2.7
Malware@Malware	1.000	1.000	1.000	1.000	0.000	0.0
Malware@Malware	860.000	1.693	6607.000	5.021	706.000	1.6
Malware@Malware	2785.000	2.380	10791.000	5.105	1071.000	1.2
All	23277.000	3.742	34041.000	4.368	4934.000	1.3

A table titled 'Visit Statistics - Summary' showing employee performance metrics. The table includes columns for 'Employee Name', 'Average Daily Visits (Actual Visit Days)', 'Target Customers Visit Coverage %', 'Visits per Customer', and 'Target Visits Achievement %'.

Employee Name	Average Daily Visits (Actual Visit Days)	Target Customers Visit Coverage %	Visits per Customer	Target Visits Achievement %
Employee 1	15.286	0.640	1.773	0.339
Employee 2	11.353	0.302	1.388	0.117
Employee 3	10.667	0.267	1.764	0.118
Employee 4	11.333	0.776	1.597	0.307
Employee 5	15.667	0.801	1.818	0.365
Employee 6	12.286	1.294	1.466	0.401
Employee 7	12.905	1.113	1.309	0.330
Employee 8	7.450	0.251	1.380	0.086
Employee 9	14.238	0.458	1.709	0.213
Employee 10	8.353	0.486	1.671	0.123
Employee 11	17.300	0.544	1.680	0.306
Employee 12	17.263	0.631	3.094	0.520
Employee 13	8.200	0.394	2.103	0.088
Employee 14	9.000	1.322	1.361	0.353
Employee 15	8.360	0.438	1.802	0.112
Employee 16	7.750	0.442	1.409	0.184

Reporting Channels

- Data Warehouse
- OLAP Cubes
- Excel Pivot Tables
- 3rd Party-Reporting Tools
 - Power BI
 - Tableau
 - Qlik
 - Others



PharmaVee

Comprehensive CRM
for Pharmaceuticals Industry

Thanks